



2021
**ANNUAL
REPORT**

PREPARED BY

**BIKE
INDIANAPOLIS**

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DIRECTOR'S STATEMENT

I'm supposed to provide a summary of this report here in my comments. Instead, I want to tell you about the things I've learned from five years advocating for bicycling in Central Indiana.

Margaret Mead said, "Never doubt that a small group of committed people can change the world. Indeed, it is the only thing that ever has." This quote comes to mind as I look back on Bike Indianapolis in 2021. The job of bike advocacy, like most advocacy jobs, is primarily lonely and thankless. Everyone wants to eat the bread, but no one wants to plant the wheat.

In 2021, three people stepped up to help me plant the seeds that grew into wheat that we cut and milled and baked into bread together. This report is an expansion of the one-page report we've produced over the past few years, and it only happened because Lane Wolf decided to help. They're our Social Media manager and behind the more frequent content on our Facebook, Twitter, and Instagram pages. They are constantly looking to expand their impact on cycling, and they don't even realize how much they have already done.

A few weeks before Lane joined the team, Sylva Zhang came to me with an offer to help. She has been a whirlwind organizer, handling several special events and managing some of the things that weren't getting the attention they deserved. She's added spice to many of our "standard" activities.

Then Trent Taylor agreed to take over leadership of our Advocacy Committee. Trent was already acting as a one-man advocate for his Irvington neighborhood. He has expanded into a team of people that he inspires to create more ways to get our message out to government leaders, motorists, and bike riders.

Their passion for the work reinvigorated me as I began sinking into the five year slump. I look forward to an exciting 2022. Working with these talented people, and hopefully some of you, will help to move Indianapolis closer to becoming the truly bicycle friendly community we have always hoped.

Damon Richards
Executive Director



ABOUT US

Bike Indianapolis is a 501(c)3 non-profit organization, dedicated to making more bike riders in Central Indiana. We began as INDYCOG – a blog with the goal of celebrating and promoting cycling in Indianapolis – in 2009. In May of 2018, we changed our name to Bike Indianapolis in order to better describe our purpose and to align with the bicycle advocacy groups in other cities.

In the years since we started, we have worked with government, businesses and other community organizations to make bike riding safe and fun for everyone. We have disseminated information through our website, blog, newsletters, social media channels, and live events to keep the community informed about issues that impact biking. We have planned and organized the annual Bike to Work Day event in May, along with helping launch and promote bike rides. Bike Indianapolis also provided bike parking for numerous events.

We have participated in many other activities that benefit the cyclists in the city. These activities include updates to the Indianapolis Bicycle Master Plan, working with Indy Parks to keep the greenways open 24 hours a day and developing guidelines for the trails, and we've organized the annual Bike to the 500, which draws over a thousand riders each year.



MISSION

Bike Indianapolis utilizes a three-pronged approach to creating safer streets to accommodate more bike riders in the city: Advocacy, Education and Ride Programming.

ADVOCATE -

We work with city officials and other organizations to ensure that our public facilities are bicycle friendly. This includes bike lanes, bike trails and even bike parking.

EDUCATE -

We help to educate riders on safe cycling techniques and good road sharing manners. We also will work with drivers to help them learn to be more bicycle friendly drivers. Our long standing signature activity in this area has been the Riders in the Know program. We will be expanding this outreach to new and returning riders in the near future, with additional outreach to motorized vehicle drivers.

RIDE -

We help to provide destinations for riders. Commuters already know their destination. For other riders, it's nice to have someone plan an activity on occasion. Bike Indianapolis will work with local businesses and other community organizations to create opportunities for riders to cycle safely to a fun destination event.

OUR COMMUNITY REACH

COVID-19 forced Bike Indianapolis to adapt to the pandemic and pivot toward hosting more virtual events than in the past. Over the past two years, we've been able to stay in touch and keep our members informed via social media, newsletters and various events – both virtual and in-person.



Website

750 unique visitors
per month



Facebook

4,900 likes



Twitter

7,300 followers



Instagram

2,200 followers



Newsletter

3,500 recipients



Events

5,000 people annually attend events that we organized, and many thousands more attend events in which we participate.



STAFF

Damon Richards
Executive Director

Sylva Zhang
Director of Marketing and
Community Outreach

Trent Taylor
Advocacy Chair

Lane Wolf
Social Media Manager

Emory Lietz
Intern, Butler University

BOARD

The Bike Indianapolis board of directors must consist of five to fifteen members, each elected to a three year term. The board meets on the last Tuesday of each month, February through June, August and October. A special board retreat and annual meeting is held in January. The current board members are:

Andy Gremos, President
Principal, Ramboll Environ

A.J. Simonton
Associate Attorney, Lewis
Wagner LLP

Mark Zwoyer, Vice President
Retired

Cam Starnes, Secretary
Of Counsel, Taft

Bob Schloss, Treasurer
CEO, Omega Communications

Karen Smart
Directory of Admissions,
IU School of Medicine

HIGHLIGHTS & ACCOMPLISHMENTS

Bike Indianapolis has been directly involved in many projects that have increased the number cyclists in and around Indianapolis. While COVID continued to limit our ability to gather, here's what we did in 2021:

- Fundraised more than \$5,000 to purchase bike lights for distribution in Indianapolis.
- Helped to add 1.0 mile of new bicycle infrastructure to the city, and 0.3 upgraded.
- Taught four Bicycle Friendly Driver classes as a diversion option for Marion County Traffic Court.
- Updated the Indianapolis Ride Guide to include new bike infrastructure and amenities
- Hosted a League Certified Instructor seminar to get new trainers in Indy.
- Piloted new youth road safety training.
- Worked directly with INDOT to advocate for safer pedestrian and bike detours surrounding the North Split.
- Hosted a World Day of Remembrance vigil to honor and bring attention to the lives of pedestrians and people on bikes who died due to traffic violence.



HIGHLIGHTS & ACCOMPLISHMENTS CONTINUED

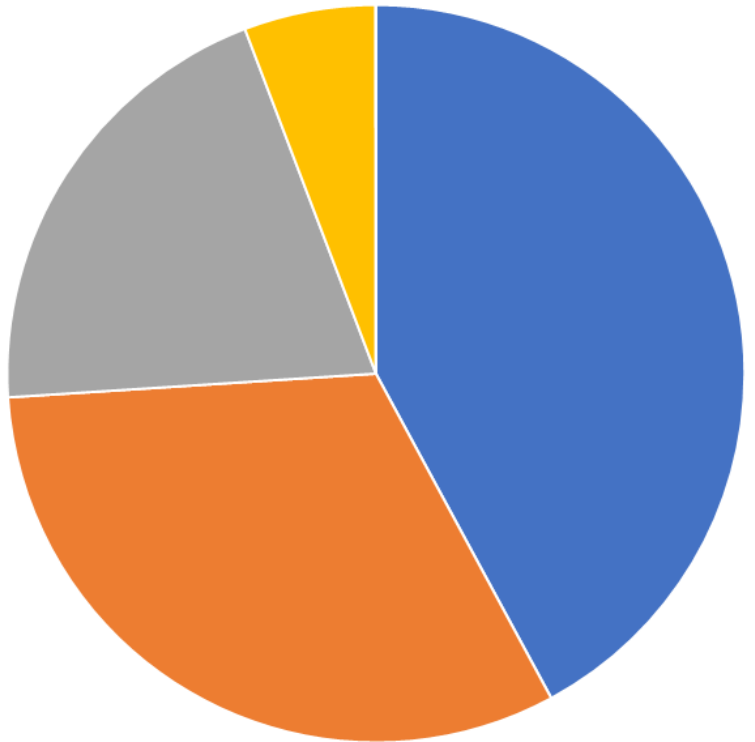
- Established four weekly community riding groups.
- Supported nine monthly Bicycling Lunch & Learns to educate Indianapolis commuters.
- Provided personal tours of Indianapolis Greenways and new construction.
- Helped organize the Major Taylor Cycling Club of Central Indiana.
- Provided valet bike parking at six public events.
- Hosted various summer cycling programs like Bike Bingo and the Indy Art Scavenger Hunt which encouraged cycling and connected bike riders with local businesses.
- Trained 20 experienced riders to be Bike Guides to new riders in one-on-one rides.
- Organized Bike to the 500 — a fundraiser where volunteers guide bike riders to the Indianapolis 500 and provide bike parking during the race.



FINANCES

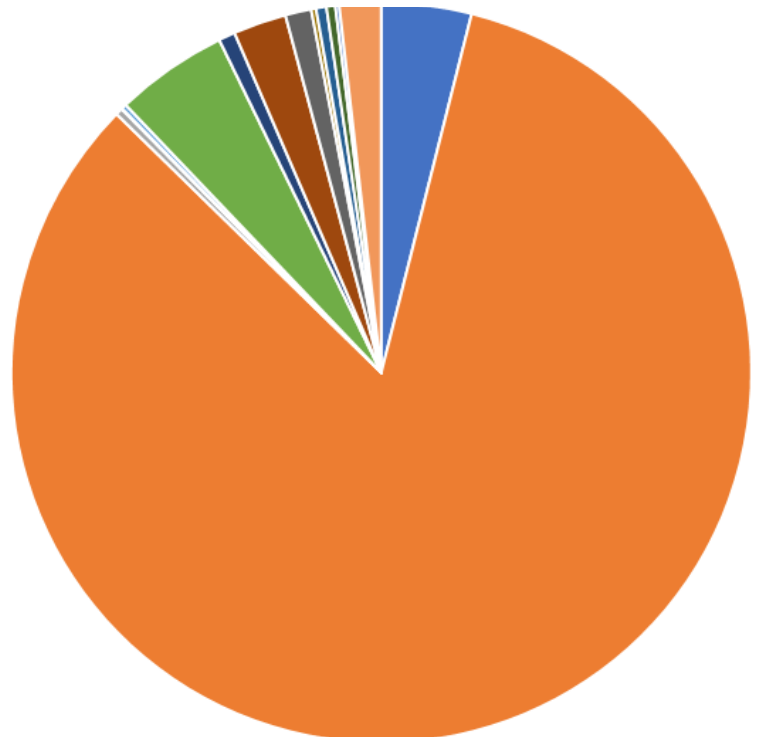
Funding:

- Contributions - Individuals: 42%
- Contributions - Corporate: 32%
- Special Event Fees: 20%
- Special Event Income: 6%



Expenses:

- Staffing: 83%
- Insurance: 5%
- Accounting: 4%
- Special Events Expenses: 2%
- IT Expenses: 2%
- Rent: 1%
- Dues, Fees and Licenses: 1%
- Permits: <1%
- Supplies: <1%
- Labor: <1%
- Advertising: <1%
- Contributions - Individuals: <1%
- Printing & Copying: <1%
- Office Supplies: <1%





THANK YOU TO OUR MEMBERS

Louise Abramson

Linna Agne

Neil Ahrendt

Melanie Allen

Scott Allen

Andy Arenson

Alice Avidor

Ken Avidor

Anna Bergmann

Jessica Bischoff

Willis Black

Caitlin Bond

Maren Breitwieser

Jake Budler

Wendy Budwig

John Calhoun

John Calley

Matt Carter

Kerry Catt

Jesse Charles

Ronald Cooper

Bernice Corley

Dolly Craft

Paul Crimmins II

Jennifer Cvar

Ed Delaney

Tyson Domer

Matt Duffy

Ramon Dunkin

Tony Dzwonar

Collin English

Mike Enneking

Joel Fennig

Ben Ferris

James Gange

Richard Gilbert

Scott Gilchrist

James Goodrich

Bob Green

Anna Gremling

Andrew Gremos

Jerome Halperin

Chris Hartley

John Franklin Hay

William Hazen

Erika Hinshaw

Thom Horn

Mark Hudson

Brett Hulse

Matt Hygema

Blake Jackson

Steve Jacobs

Chandy John

Jennal Johnson

Kent Johnson

Paul Kane

Dave Keever

Susan Kessler

Larita Killian

Stephen King

John Koke

Karl Kovach

Paul Labbe

Lauren Manuel

Greg Midgley

Seth Moore

Zsafia Nagy

Leon Neddo Jr

Juliet Port

Chris Reading

Nicole Reading

Mark Rhudy

Damon Richards

Cameron Savage

Maxie Saxton

Bob Seelbach

Julie Shaffner

Jerrold Simon

Anthony Simonton

Derek Sitzman

Dan Spieth

Cam Starnes

Barbara Stilwell

Cassie Stockamp

Alfred Stovall Jr

Karen Suitor

Kevin Sutton

Connie Szabo-Schmucker

Trent Taylor

John Thomas

Evan Tomlinson

Alan Whitby

Kevin Whited

William Whitmer

Jack Wickes

John Winter

Lane Wolf

Sylva Zhang

Mark Zwoyer

THANK YOU TO OUR SPONSORS

